Yukon

Government of Yukon

Yukon Government NEWS release

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Tourism Minister Unveils New travelyukon.com Website

WHITEHORSE – Tourism and Culture Minister Elaine Taylor today announced the unveiling of the new travelyukon.com website that will give consumers a one-stop shop for finding tourism information online.

"This new website is a key component of tourism Yukon's Interactive Strategy that was identified as a strategic priority by the Yukon Tourism Marketing Partnership, Senior Marketing Committee," Taylor said. "On behalf of the Yukon government, I thank industry for their vision and support of this new initiative that will draw visitors to experience first hand Yukon's majestic scenery, wide open spaces and natural phenomena such as the midnight sun and the northern lights."

The travelyukon.com website imagery has been customized to factor in a variety of travelers' profiles that have been categorized as Adventure Challengers, Scenic Outdoor Travelers and Cultural Explorers, all with different interests when planning a vacation. The site includes links to tourism businesses, services and products. These links will allow Yukon tourism industry stakeholders and tour operators to expand their reach to outside audiences.

"Travelyukon.com targets consumers at this time, with further sections in development that will cater to media and travel trade," Taylor added.

"The new website brings together six existing department websites into

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one interactive portal, making it faster, friendlier and more flexible for web visitors to find the information they are seeking."

Réseau de Développement Économique et d'Employabilité (RDEE), the economic arm of Association Franco-Yukonnaise will work in partnership with the Yukon government's French Language Services Directorate on the development of a full French language version of the website.

"The new travelyukon.com continues to improve and support the department's strategic focus on converting visitor inquiries into customers for

Yukon tourism operators," TIA Yukon's Chief Executive Officer, Patti Balsillie, said. "One of the most significant good news stories is the responsiveness of Tourism Yukon to input from the Yukon Tourism Marketing Partnership as this new website was being developed."

Funding for the Interactive Strategy was provided by the Department of Tourism and Culture in the amount of $750,000.

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